

PPP launched to improve prevention of women's cancers and quality of cancer registries in Latin America and the Caribbean

- PAHO (Pan American Health Organization) Foundation and International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) combine efforts to improve breast and cervical cancer prevention and control.
- The partnership aims to improve understanding and practices among primary health care providers and patients for breast cancer screening and early detection as well as increase capacity of cancer registries in the region.
- Three-year joint project is receiving \$600,000 funding from IFPMA as well as in-kind contributions such as communications and infrastructure supplies.

New York, 4 November 2014 – The PAHO (Pan American Health Organization) Foundation and the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) announced today a partnership to jointly build regional capacity to fight woman's cancers in Latin America and the Caribbean. The three-year collaboration will allow the first phase of a \$5M initiative to focus on women's cancers in selected countries in Latin America and the Caribbean.

Cancer is the second leading cause of death in the Americas. Breast and cervical cancer are amid the most common cancers affecting women. Approximately 128,000 women died from breast cancer (92,000) and cervical cancer (36,000) in 2012.

The partnership aims to increase awareness of breast and cervical cancer and improve screening and earlier detection services to reduce the numbers of women who prematurely die from these cancers. In addition, the partnership will work with healthcare providers to improve their knowledge about innovative screening strategies.

The second key component of the collaboration is to improve the quality and completeness of cancer registries in selected Latin American countries. Cancer registries are necessary tools for cancer control, as knowledge of a country's particular cancer situation helps make informed decisions on the targeted interventions to reduce incidence and mortality. Currently only two countries in Latin America and the Caribbean (Costa Rica and Uruguay) have national high quality population based cancer registries (PBCR).

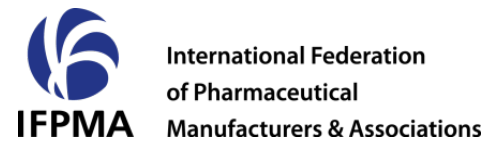
"Reduction of mortality in women's cancers lies in the ability to detect them at an early stage. The disparities in women's access to early detection strategies and early care in the Americas is incredible," said Dr. Ward-Robinson. "This project will create a framework from which to reduce the mortality of these cancers and improve patient outcomes. PAHO Foundation's partnership with IFPMA illustrates how, by working together with the private sector, we strive to protect and promote the health of everyone in the Americas".

"Partnerships are the way forward when dealing with complex challenges such as those posed by NCDs. Working across sectors enables partners to generate health outcomes that are transformational, hence sustainable. We are delighted to join forces with the PAHO Foundation to implement innovative strategies that help alleviate the NCD burden in low- and middle-income countries", adds Eduardo Pisani, Director General, IFPMA.

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About the IFPMA:

IFPMA represents the research-based pharmaceutical companies and associations across the globe. The research-based pharmaceutical industry's 1.3 million employees research, develop and provide medicines and vaccines that improve the life of patients worldwide. Based in Geneva, IFPMA has official relations with the United Nations and contributes industry expertise to help the global health community find solutions that improve global health. For more information regarding IFPMA please visit www.ifpma.org

About the PAHO Foundation:

The PAHO Foundation is the philanthropic arm of the Pan American Health Organization (PAHO). It works to mobilize resources and advocate PAHO's strategic agenda of promoting equity in health, combating disease, and protecting and improving the health, longevity, and quality of life of the peoples of the Americas. The Foundation's Board of Directors includes health experts, business leaders, and philanthropists from the Americas. For more information regarding PAHO Foundation, please visit www.pahofoundation.org.